



**Call Friday and Inspect Our Stock of Men's New Fall and Winter Overcoats**

We have just unpacked a large and complete stock of Men's Overcoats as you could wish to see. Styles are heavy tweeds in a very extensive range of shades—many tweeds in many different shades in grey and browns. Included up in the outer styles; have shawl and convertible collars; also cheilichia collars in "navy, brown and grey." Many exceptionally good values in both tweed and cheilichia at .....

**\$15.00**

**Our New Prices on Stanfield's Underwear**

Stanfield's Shirts and Drawers, all wool, ribbed knit, three weights:

Red Label, light weight, per garment	.....	\$1.15
Red Label, medium weight, per garment	.....	\$1.25
Red Label, heavy weight, per garment	.....	\$1.35

son how Dollar my specials were killing and if the mysterious Mr. Dollar Man had called yet, I told him that I was a representative of the Bulletin and enquired about the day. Mr. Anderson began to tell me about some mistake the paper made in his advertisement.

[illegible]





# Edmonton Daily Bulletin

MORNING EDITION

Published every legal morning at 7 o'clock, except on Sundays and public holidays, at the Bulletin Building, 501-503 Jasper Ave., Edmonton, Alberta, Canada.

BOB FRANK, M.P., President.  
JOHN HOWE, Editor.  
M. J. HILL, Manager.

Subscription prices: One Year, \$10.00; Six Months, \$6.00; Three Months, \$3.50. Single Copies, 10c. All payments in advance.

FRIDAY, AUGUST 13, 1915.

The city of Toronto is known from one end of Ontario to the other as the home of the Toronto fair. That great exhibition draws competitors, and visitors by the thousands, from all the provinces, and its benefit to the city in which it is held, and to the province is in proportion.

There is room in every province for one "Toronto fair." Edmonton is the logical center at which may be built up an exhibition which will hold the same place in Alberta that the Toronto fair holds in Ontario. That is the ideal the directors of the Edmonton fair have had in mind, and the end toward which they are working.

A big fair lives on its name, and can be built up only by getting, keeping, and extending prestige. If it is to be uniformly and permanently successful it must establish itself as one of the fixed annual events in the thought of the constituency upon which it depends for patronage. And the wider that constituency the more energetic and persistent the effort necessary to attain that.

It follows, of course, that publicity is essential. But publicity alone is not enough. The merchant who wishes to create an established business, a fair must deliver the goods in accordance with its advertisements or it cannot hope to succeed. The public may be fooled once, but not twice. False pretences, portrayed on flashy posters, but not often, and an advertising law, once found, is the deluded even if he does repent and begin to tell the truth.

The public demand from a fair not only that it shall be what it professes to be, but that it shall be a useful institution. Attractions are all right as a means to a great fair, but never ever built up on the lines of a circus. Unless beside the entertainment features there is a real education of what the people of the constituency are producing, and making, and doing for a living, the enterprise cannot live as a great fair, and has no license to expect to do so. The essential idea of an exhibition is a place where the exhibitor exhibits his productions in competition, to the end that there may be improvement, business, and benefit of a substantial character.

Of necessity a fair which is to reflect the development of the vital interests of this province must be before all else an agricultural show. If it is not that it is out of kilter with its opportunity and its mission. It is not that the industrial development or the commercial progress of the province should be neglected. By no means. But all in proportion. And as for the time the fair must be the biggest and the most important of the fair, the more distinctly the exhibit of farm products can be made the big feature of the fair. Under the banner of the fair enterprise and the more dependable the position it will gain in the public thought.

May it not fairly be claimed that for the Edmonton exhibition the fair has kept touch with the vital interests of the district upon which it depends, and has honestly tried to "deliver the goods"? It is true that there has been some criticism. If there were not room for criticism there would be no room for improvement. But it may be asserted with assurance that the Edmonton exhibition has never been run on the lines of a lake with the city for the purpose of fleeing them, or of making a "splurge" out of money. The directors of the fair, and the taxpayers of the city—who are financially responsible for the exhibition—may

fairly claim that they have tried to give the patrons value for their money.

The proof is in the attendance. The present is a bad year for fairs. People are economising, not only on account of financial conditions, but from a recognition that a dollar spent purposelessly is a waste of vital energy to the empire in a time of stress. The farmers are in the fields getting the things out of the biggest crop in the history of the country, and cannot be blamed for grudging a day off. No attempt is made to bring in crowds from outside by over-advertising. Yet the attendance on opening day extended to the last year, and it has been growing daily at a most gratifying rate. It is early yet to make forecasts, but barring but anything like serious adverse balance is not to be looked for. There is only one possible reason for this splendid showing in a year of bad times. It is that the reputation of the fair is being built upon merit.

The regulations have been changed so that hereafter a married man does not have to get his wife's consent to enter the fair, but the consent of his parents. The only consent necessary now is the government's.

Senator Loughheed continues to reverse the regulations of the militia department. Whatever else has been accomplished by him, it is that he has demonstrated that neither the minister was in wrong in most directions or Senator Loughheed is.

Commissioner Davidson urged upon Mr. De Witt Foster's lawyer the importance to his client of bringing back the vanished horses and the missing gentlemen that he is of more importance to themselves to stay away.

In so far as the lack of consent of the husband is concerned, it has not been the consent of the wives but of the government. If recruiting officers had been kept posted, none unspecified somebody else was needed, there would have been as yet no military need of married men enlisting.

It is due to Senator Loughheed to point out that under his auspices we have got for the first time a statement from the militia department plainly showing the lack of this province has taken in the present situation. The statements on the subject have been either so cunningly devised or so hopelessly bungled that that piece of evidence could not be extracted from them. Alberta is entitled to the credit of having its record known, and the Alberta Securities Commission, acting head of the department is equally entitled to the credit of having made the full withold information available.

Industrial Canada thinks the war demonstrates the wisdom of using manufacturing enterprise by tariff protection, because if Canadian factories had not reached their present magnitude they would not have been able to turn out equipment for our soldiers. Seeing that the standing explanation against more rapid recruiting is that equipment cannot be supplied, that motor trucks for transport were bought from an American concern; that the Alberta Securities Commission and bandages came from the same source; and that the men are served with British army rifles in England, it is not surprising that our hot-house industrial plant has made good its claim.

That Alberta led the provinces in recruiting in proportion to population has been generally under-estimated. It led the rest of the Dominion in the proportion of 2 to 1 will come as a surprise even to Albertans. There the matter was kept touch with the vital interests of the district upon which it depends, and has honestly tried to "deliver the goods". It is true that there has been some criticism. If there were not room for criticism there would be no room for improvement. But it may be asserted with assurance that the Edmonton exhibition has never been run on the lines of a lake with the city for the purpose of fleeing them, or of making a "splurge" out of money. The directors of the fair, and the taxpayers of the city—who are financially responsible for the exhibition—may

## Something Unique in Night Photography

The removal of the 64th and 65th battalions to Calgary, has caused considerable discussion in the city, and the feeling is some quarters is that it is not for the good of the troops, and proper training. A meeting was held in the board room of the Industrial Association, Monday morning, at which were present Major H. Alderman, Alderman L. Pearce, president of the Industrial Association, J. M. H. Hill, A. Violette, W. W. Prey and J. C. Haldane.

The discussion was of a purely military character, the general feeling being that it was a matter of war and not business or politics, but if the battalions were recalled here could be well trained in the city. The officers, they should be allowed to remain in the city, and the opinion of the military authorities, the interests of Edmonton should not be urged as of greater importance than that of efficiency for military service.

Major L. Pearce, who had 140 soldiers with him, was willing to allow the authorities to order for their rifle range at camping purposes. This property is within easy march of the present barracks.

**THE RAILWAY TO PEACE RIVER**  
The problem of Peace River has been accomplished by the railway. The rail line, which has been built, is now open, and the railway system of the province is now complete.

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## To Urge That Battalions Be Quartered Here During Winter

Informal Meeting Held in Industrial Association Office to Consider Removal of 63rd and 65th Battalions to Calgary Camp For Training

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**GERMANY AGAIN TALKING OF PEACE**  
MILAN, Aug. 12.—It is learned from the German press that the German government is now in a position to make a preliminary overture to the Allies. It is stated that the German government is now in a position to make a preliminary overture to the Allies.

**Continued Offensive in the East**  
May Mean Petrograd Is Menaced  
LONDON, Aug. 12, 12:37 p.m.—The British press has been informed that the German army under Field Marshal von Hindenburg has been advancing in the direction of the river Dnieper, and that the Russian army is now in a position to make a preliminary overture to the Allies.

**THE SECOND LINE OF DEFENSE**  
The second line of defense, upon which the German army is now advancing, is now in a position to make a preliminary overture to the Allies.

**THE FIGHTING IN POLAND**  
The fighting in Poland is now in a position to make a preliminary overture to the Allies.

**THE FRENCH REPORT**  
The French report is now in a position to make a preliminary overture to the Allies.

**THE ITALIAN REPORT**  
The Italian report is now in a position to make a preliminary overture to the Allies.

**THE POPULAR SCOTCH LINE**  
The popular Scotch line is now in a position to make a preliminary overture to the Allies.

**THE GRAND TRUNK PACIFIC**  
The grand trunk Pacific is now in a position to make a preliminary overture to the Allies.

**THE CANADIAN PACIFIC**  
The Canadian Pacific is now in a position to make a preliminary overture to the Allies.

**THE GREAT LAKES STEAMSHIP SERVICE**  
The great lakes steamship service is now in a position to make a preliminary overture to the Allies.

**THE CANADIAN PACIFIC**  
The Canadian Pacific is now in a position to make a preliminary overture to the Allies.

## 20 Years' Reputation back of BLUE RIBBON TEA

That means high quality all the time and explains why the demand keeps on increasing. YOU try it.

Send this advertisement with 25 cents to Blue Ribbon Limited, Winnipeg, for the Blue Ribbon Cook Book. Write name and address plainly.

**YOUR VACATION**  
Will be rendered more enjoyable if you order your favorite paper sent to you while away.

You can keep in touch with all the news of the day—City, Sport, the Markets, War, etc., by having

**THE BULLETIN SENT YOU EACH DAY**  
USE THIS COUPON

Send your paper (..... Edition) at the rate of 25c per month, for which I enclose \$.....  
Name.....  
Address.....  
(One month or less 5c. Paper to be stopped at expiration unless otherwise ordered.)  
This offer by Mail only, outside of Edmonton.

**SEAL BRAND COFFEE**  
Recognized in all professions and walks of life, as the leading coffee in the best grocery stores of Canada.

**CHASE & SANBORN, MONTREAL**  
In No. 1 and 2 pound—palmated—also Fine Ground for Percolators.

**WILSON LINE**  
MONTREAL TO GLASGOW  
T.S.S. "CANADIAN", Aug. 4  
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**THE POPULAR SCOTCH LINE**  
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# EXHIBITION PROGRAMME AND PLACES TO GO BEFORE AND AFTER THE FAIR

While in town leave your order for a Tailored Suit

## \$20

**2 Scotland Woolen Mills Co LIMITED**

88 JASPER EAST  
Block East of First Street A. Miller, Agent

## THE BOSTON STORE

### FAIR WEEK SPECIALS

Walk-Over Oxfords, Reg. \$6.00, at... **\$3.95**  
Panama Hats, Reg. \$8.00 and \$10.00, for... **\$4.00 and \$5.00**  
All Bonter Straw Hats... **\$1.00**

Largest Assortment of Clothing in the city.  
Prices from... **\$15.00 to \$30.00**  
Call and look our lines over before returning home.

Jasper at 99th. **HART BROS.** Edmonton, Alta.

## ATTENTION! EYES RIGHT!

BUT ARE THEY—IF NOT SEE

### WATCHER

And your troubles will soon be at an end—Careful and exhaustive examination given and skilful fitting when the need is known.

G. F. WATCHER  
Optician and Jeweler. 10031 Jasper East

## To The Farmers of Alberta

All The Latest Books on Agriculture Kept in Stock.

See Most Obtainable Our Latest Publications on This Subject, viz:

**Elementary Agriculture**  
By James McSige (Illustrated) . . . 40c

**POULTRY**  
"Poultry Feeds and Feeding," by D. P. Lattin . . . 15c  
"Poultry Pests from 12 Hens' . . . 15c  
"Poultry Feeding—Feeding" . . . 15c

**THE DOUGLAS CO., LTD.**  
Edmonton 10032 Jasper Avenue Alberta

## Programme for Friday--Military Day

Time	Class	Event
1:40 p.m.	Judging begins in light horse arena.	
2:00 p.m.	Horse Racing program opens.	
2:14	trot, purse \$600; 2:25 pace, purse \$600; 3/4 mile, purse \$200; 6 1/2 furlongs, purse \$200; 5 furlongs, purse \$250; 3/4 mile, purse \$200.	
Program of Judging in Afternoon		
2:00	65 Pair Carriage Horses.	
2:15	13 Standard Bred Stallions.	
2:30	Four Horse Teams.	
2:45	90 Harness Pony under 13.1.	
2:40	89 Harness Pony under 11.2.	
3:00	— Officers' Chargers.	
3:15	239 Six Horse Teams.	
3:30	— Children's Musical Ride.	
3:45	69 Tandem.	
4:00	95 Saddle Pony, not exceeding 13.1.	
4:10	Military Jumping Class.	
7:30	Stock Parade.	
Platform Attractions: Musical Ride; Rifle and Physical Exercises by officers and men of 66th battalion; Relay Race.		
Evening		
7:30 p.m.	Parade of Prize winning stock.	
8:00 p.m.	Platform Attractions.	
Battalion physical and company drill by 66th battalion. Musical Ride. Military Tattoo. Fireworks.		

## Everything in Sporting Goods

the BEST Assortment of the BEST Ammunition at the BEST Price.

SHOOTING AND FISHING & CAMPING SUPPLIES.

Special Clearing Prices on Summer Athletic Goods

— FROM —

## Men's Quality Goods AT LOWEST PRICES

You Can't Beat Them—A Few of our Specials:

White Summer Underwear. . . \$1.00  
White Socks. . . \$1.00  
White Socks. . . \$1.00  
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**A. C. CARMICHAEL**  
Men's Furnishings.  
10031 Jasper East. Phone 1111.

## Queen of the West

Confectionery, the best obtainable. We make the latest variety of CONFECTIONERY (candy) in the West.

See our stall in Manufacturers' Hall, Edmonton Exhibition

**E. PAVEY, Prop.**  
601 SAMATO AVENUE.

## Our PRINTING is helping to make Alberta famous

THREE ESSENTIALS: QUALITY, SERVICE, PRICE

Whenever you see our imprint you know we have been able to take care of these three essentials.

Don't leave the city without a copy of "Edmonton Illustrated." For sale at all Stationers and News Stands.

Telephones: 6501 & 6502

**The Esdale Press Limited EDMONTON**

## ALEX MARTIN

Sporting Goods Co., Ltd.  
612 1st St. Edmonton

## From Importer to Consumer

Our Teas and Coffees are all guaranteed to give satisfaction or your money refunded.

If you are not using our goods please call for samples. No order too small, none too big. Once tried always used.

**Tower Tea & Coffee Co.**  
10021 JASPER AVE.  
Opp. Hudson's Bay Store. PHONE 5889.

## Now You Are In Town For The Fair

You must not miss the chance of doing yourself a good turn. McCLARY, the Hardware Man, wants to see you—it's worth while—you heard about his fire, didn't you?—here's the finish.

50 gallons of Red Barn Paint, regular \$1.50, for . . . \$1.00  
Wash Tubs, regular \$1.50, for . . . \$1.00  
Shovels, regular \$1.50, 2 for . . . \$1.00  
Lock Box, regular \$1.50, 2 for . . . \$1.00  
Door Bells, regular \$1.50, 2 pairs for . . . \$1.00  
1 in. and 1 1/4 in. range. Regular \$2.00, 2 pounds for . . . \$1.00  
Axes, regular \$1.50, special \$1.00 . . . \$1.00  
Iron Door Triggers, regular \$1.50 pair for . . . \$1.00  
Iron Door Triggers, regular \$1.50 pair for . . . \$1.00

**McClary's Hardware**  
419 SAMATO—PHONE 2112

## PHOENIX CAFE

Jasper Avenue  
(Next to Bulletin Office)

The cheapest, and cleanest place to eat in the city. Most cooked and served by experienced help. Courtesy and quality in our motto. We defy competition.

Meals 25c and 35c.  
Private boxes for parties

## HARMONY HALL

PIANO CO., LTD.

Agents for Stetson, Nordlander and Sherriff-Manning Pianos.

Special Bargain Sale and Free Piano during Exhibition Week.

Special today—High grade Canadian piano in good condition, well adjusted, nice tone. Place that has been well used, but fine and value, \$100.

Warehouses:  
Corona Hotel Block  
200 Jasper Ave. W. Phone 444  
Open Evenings.

## B4U Buy

THE GREENFIELD'S EXCHANGE

WE BUY ANYTHING YOU HAVE NOT CASH

Phone 4769

## AMERICAN SHOE STORE

JASPER WEST  
and see our Fine Display of Footwear

Just received a large shipment of ladies' shoes in all the latest styles and leathers. A big assortment to choose from and they are popularly priced at \$4.00 and \$5.00.

See our \$5.00 assortment of men's shoes in Gunmetal, Patent, Tan Calf and Vici Kid, whether in lace or button. Gentleman! It will pay you to look over these before buying elsewhere.

Sole Agents for the Famous Nettleton and Borussia Makes.

Note the Address  
**The American Shoe Store Ltd.**  
10108 Jasper W.  
Near Corner 1st & Jasper

## Edmonton Hat Cleaners

AND SHOE SHINE PARLORS

First class and latest latest. 1 year all hat troubles.

Ladies and Gents Hats of all kinds cleaned and returned.

Price List: Fur Hats \$1.00; Straw Hats \$1.00; Derby Hats \$1.00; Top Hats \$1.00.

38 Jasper West. Phone 6021

## White Rose Flour IS MILLED FROM STRICTLY HARD WHEAT—IS ALWAYS OF UNIFORM QUALITY. THE SUPERIORITY OF THIS FLOUR IS PROVEN BY ITS LARGE SALES.

Sold by All Grocers and Flour Dealers.

**CAMPBELL & OTTEWELL, Millers**  
EDMONTON.

## Amateur Finishing

You get over twenty years experience back of your amateur finishing when you bring it to us.

We Develop Roll Films up to Post Card size Free. Prints and Post Cards 5c each.

System and organization enables us to do it.

Orders from the country are returned promptly.

Try our service! We will keep your customer!

**ERNEST BROWN**  
Lithuanian  
557 Jasper E.  
(Ernest Brown Block)

## T. HINDLE & CO.

Custom Tailors

Men's Suits, Overcoats and Shirts

Ladies' Costumes, Coats and Blouses made to order.

Your own goods made up. Efficiency and reasonable charges our motto.

Express charges prepaid. A call is respectfully solicited.

10233 Jasper W. (upstairs) (Opp. H. B. Stores)

## BUYING POWER \$ YOUR DOLLAR

Increased 10 per cent. During August

This coupon is good for a 10% discount on any purchase made during August, with the exception of photographic goods.

**C. E. Gourlay's Music Store**  
Sewing Machines and Supplies. Musical Instruments and Accessories.

10220 Jasper Ave.  
Phone 5544

## The "Peerless" Fire Extinguisher

Will Extinguish Any Fire From Any Cause

Will your car be next?

Will you be compelled to watch the destruction of your car, or will you equip now with Peerless Fire Extinguishers?

Price \$10.00 each. Made in Edmonton by Elgie's Specialty Manufacturing Company, 10419 4th Street. Phone 4515.

Agents wanted where not represented.

## No Liberty in Alberta

This Store Must be Closed July 1st, 1916. Provide Now for Future Use While We Are Still Open for Business

## "THE METROPOLE"

WHOLESALE WINES & SPIRITS.

Near C.N.R. Depot. Edmonton 804 1st Street. Alberta

—Special attention given to family trade.

—We deliver to all parts of the City.

—List of towns and villages are thoroughly packed and the SERVICE is prompt.

—Your money returned if not Satisfactory.

—We speak most of the FOREIGN Languages.

## Ernest Brown

Lithuanian  
557 Jasper E.  
(Ernest Brown Block)

## Specials in Hair Goods

For Exhibition Week

Avail yourself of the opportunity to purchase at HALF PRICE all kinds of hair goods at

**Madame Raymond**  
7-8 Cuthbert's Block  
Jasper Ave. and 5th St.

## Our Live Wire Contest

—Some people merely glance at an ad. and do not give themselves the benefit they might get if they read the advice right through! It's better to lose at that, but during Fair Week, in order to add a little additional interest to the game and insure your getting full value from the advertisements—we will give Two Tickets to the Grandstand to the person first bringing in to the Bulletin office the two advertisements containing the most and least U's—

Rev. Shalden, 11220 46th St. was the winner of the tickets for Thursday's contest.

## The "Peerless" Fire Extinguisher

Will Extinguish Any Fire From Any Cause

Will your car be next?

Will you be compelled to watch the destruction of your car, or will you equip now with Peerless Fire Extinguishers?

Price \$10.00 each. Made in Edmonton by Elgie's Specialty Manufacturing Company, 10419 4th Street. Phone 4515.

Agents wanted where not represented.

## SOME OF HORSE EXHIBITS THAT ARE PROMINENT

The demand in the city and also in the surrounding rural districts for horses of the types best suitable for the work required in teaming either

breeds of cattle and horses in the exhibits of such classes. The list of exhibitors includes many local and out-of-state breeders, but the first to be recently started in the business of raising horses is the type requirement exhibitor, J. C. Villard, of Edmonton. He is a graduate of the University of Alberta and has a fine line of the exhibitors:

J. C. Villard, of Edmonton. Alliances and three Rhodeanans. He has been shown at Edmonton and has won a number of prizes. He has a fine line of horses, including a pair of stallions, a pair of mares, and a pair of geldings. He has a fine line of horses, including a pair of stallions, a pair of mares, and a pair of geldings. He has a fine line of horses, including a pair of stallions, a pair of mares, and a pair of geldings.

J. Stewart, Wilcox, of Lamoureux, Alberta, to the northeast of the city, is exhibiting a two-year-old gelding in the general purpose class. He located Lamoureux in 1889 and has a farm of 320 acres of which 130 acres is in corn this year, looks fine and prom-

[illegible]

Mr. B. Gano, of Wainwright, is exhibiting a team of closely matched general purpose horses. This is his only fair this year. He located at Wainwright ten years ago and now has a ranch of 950 acres with 40 head of horses and a few milk cows. He Dobson is specially proud of his winning the gold medal offered by the Humane Society for the best mare 10 years and over, care and attention count. This valuable medal was won by Minnie, aged 23, who had a corn at her foot. She was raised by Mr. P.

[illegible]

Countess Missy, County Guy, A. I.

[illegible]

Shorthorn, two progeny of on  
cow—1, Gainford Perfection, Gol

[illegible]

Bierbrae Sultan, Nonpareil, Mabel  
Mysie, Countess 16, Countess Missie

Aberdeen Angus, two broods in pair  
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**What is Castoria**

Lilly of Woodview, B. H. Bull & Sons  
Brampton.

**C**ASTORIA is harmless substitute for Castor Oil, Paregoric, Drops and soothing Syrup. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, soothes and quiets the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of Chas. H. Fletcher, and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Buyers are asked to look for the signature of Chas. H. Fletcher on the wrapper.

...beds, sleep-

London, Aug. 12. 12.18 p.m.—A

Nothing could be more delightful

The French night raid was made

wood, with satin walnut finish, and

French aeroplanes on Monday.

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1997

Paregoric, Drops  
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*H. H. H. H.*

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# PEACE RIVER CROSSING, GATEWAY OF WEST INLAND EMPIRE

Hub of Millions of Acres of Rich Agricultural Land and the Mecca of Thousands of Settlers



Hudson's Bay Company's steamboat near Peace River Crossing showing also the magnificent width of the Peace at this point.

With the completion of the Central Canadian Railway on a scale which offers the end of the present year, with settlers streaming into the Peace River district by every train, and the summer crops, the scene now being cut and the wheat already yellow, into the stretching for miles west of the town, the residents of Peace River Crossing—the natural gateway of the famed Peace River district—naturally are filled with boundless optimism of the kind that looks not a shadow of a doubt as to the future. The oldest inhabitant will tell you that the town is "a ripper," if ever there was one, and will proudly relate the fact that but two short years ago the actual residents on the townsite could almost be placed in the hollow of the hand, whereas today on the old-time stamping ground of fur traders, Indians, and Hudson's Bay factors, there is a bustling town that carries with it every evidence of prosperity and good fortune. Other towns have had their day, and ceased to be, but Peace River Crossing's day is before it—the longest, richest, and brightest day of them all.

**An Ideal Situation.**  
Peace River Crossing could not be more ideally situated. Just before it reaches the town the majestic Peace river, eighteen hundred feet wide, and with a channel thirty feet deep, swings its steady way from the west sharply to the north, between banks which tower into hundred feet above low water mark, like sentinels of the numerous craft that ply on the bosom of the water with their freight and passengers. The gently rising valley between these banks is about one and one-half miles wide, and in the valley on the east bank, with the exception of a small settlement on the opposite west bank, the town of Peace River Crossing is located. The North

those ranges where the glacial river disappears in the west. There seems to be a life about these ranges. Those lines of hills tell about it.

Something hidden, to and that it do and look behind the ranges. Something lost behind the ranges. Lost and waiting for you, too.

All the year settlers have been in questing their all in their outfit, large and small, and have gone behind the ranges, and none of them have come back except to buy more supplies. The trail is well beaten with the tramping of many feet. No wonder the Peace River Crossing is a happyland.

**Some Majestic Scenery.**  
And the scenery. Not picturesque—that is not the word. At Peace River Crossing there is the majesty of wide-open spaces—the placid surface of the lovely Peace, the gurgling of the little Smoky, the bubbling of the North Heart, the noisy fall of a stream, the rumbling of the towering hills, and the broad sweep of valley and gorge—all rolled into one and producing an effect that has few equals in Western Canada.

One has to climb to the top of the highest overlooking the Crossing, where "Peace-Point" Davis dwells in his solitary grave, to see a view that never can be effaced from mortal memory. "Twelve-foot" Davis, it may be remembered, was an officer of the north, and before he died he secured a wish to be buried at Peace River Crossing, at a point from which could be seen the junction of the Smoky and Peace rivers. J. C. Kornwall arranged the matter when the

old fellow passed away, and now there alone the grave is a plain fastened in the form of a tree trunk, set in a granite base with the inscription, "J. P. Davis, born in Vermont 1829, died at Peace River 1882. Pathfinder, Pioneer, Miner, and Trader. He was every man's friend and never lacked his cabin door." The writer claimed to the pinnacle on a recent Sunday evening. What he saw is South a whole paragraph to itself.

**Nature Could Not Do Better.**  
The foreground, to the immediate left, could be seen the North Heart, tumbling and swirling and wearing its way in convulsive fashion through its narrow valley from the southeast, the merry chatter of the water as it leaped from boulder to boulder being plainly heard on the summit as if it would be in the world of its joy in approaching the Peace after such a tumultuous journey. Away in the distance could be seen the Smoky swirling its way from the south through banks almost as high as the Peace, the latter curving sharply from the west to the north, and at the confluence of the two rivers numerous islands to complete the enchanting picture and adorn the wondrous scenery. The setting sun glided the landscape from the valley below came the soothing sound of hymnody from the Methodist and Anglican churches. It was worth the climb by a thousand times.

**A City in the Making.**  
Will the dreams of the pioneers come true? Will there be a big city in the vicinity of Peace River Crossing at a not far distant date? J. D.

McArthur, the railway builder, with prophetic vision, says he has not the slightest doubt of it. Others speak with the same quiet confidence. One could not say that ideas loose from the present Peace River Crossing residents. They talk of coming greatness, they dream about the future, they dream about the future. They talk of coming greatness, they dream about the future, they dream about the future. They talk of coming greatness, they dream about the future, they dream about the future.

At the beginning of last year the latter of Peace River Crossing completed but 125 persons—enough to place it on the map. The railway was projected, that was all. At the time the word had not reached Smith, the first divisional agent, 131 miles from Edmonton. The roads were almost impassable in the summer, and settlers during the winter had to make the long haul by trail from Smith on to new riders, over the ice on Lower Slave Lake to Grondard, and thence over the overland route of ninety miles to Peace River Crossing. From the latter point they dispatched themselves through the great fertile lands of the country to the west, where hundreds have followed them during the last few months, and then through to the Grand Prairie country. The time occupied by the journey was long or short, according to the weather, but from Smith to Peace River Crossing it was hardly over under two weeks, and very often less than that.

**Trails Black With Travel.**  
Last year, however, wonderful progress was made with the railway. Settlers began to pour in. Every trail was black with travel. Peace River Crossing shared in the general prosperity due to this fact. The fame of the Peace River country had reached far and wide, and Peace River Crossing was the natural gateway through which the incoming hundreds had to file. Store after store was built to meet the demand until today an unofficial census reveals a population of eight hundred and application is to be made in a few weeks, to the minister of municipalities for the province for permission to convert the village into a fully-incorporated town with all the rights and privileges that that entails.

**Many Prosperous Stores.**  
The statement of the large number of business interests already established is not taken for an exaggeration. For the benefit of the uninitiated, here is a



North Heart river just before entering the Peace river at Peace River Crossing.

the list, fully revised and up-to-date, showing what surprising strides have been made in the development of the village since last year.

Hudson's Bay Company, general store.

Diamond D. Company, general store.

Reginald Peters, Limited.

S. T. Smith, Limited, two stores, one on each side of the river.

Stewart Bros., general store.

The H. A. George general store.

Wiley & Son, general store, south side of river.

Wiley & Son, general store, west side of river.

Catnach & Co., general store, west side of river.

There are four saloons—Central Bakery (Quinn & Bennett), H. W. Preston, George Holmes, John West.

Local talent is represented by P. M. O'Neill, C. J. Roberts and L. V. Brown.

**Hot Light and Water Systems.**

The Peace Hotel, owned by a syndicate comprised of H. A. George, J. T. Hicks, and Geo. Mathews, is unique because of the fact that it has its own electric light plant and also has installed a water system.

rendezvous for all visitors and is managed by L. Preston.

There is one dentist, Dr. E. C. Locke, and three medical men—Dr. W. H. L. Donald, Dr. J. E. Davidson, and Dr. A. E. Grimshaw.

A cottage hospital, with eight rooms, fully equipped, was completed in the fall of last year at a cost of three thousand dollars, and Miss E. Mellor is the matron in charge. The hospital is supported by voluntary contributions.

Two banks have permanent and handsome branch buildings in the town—the Bank of Commerce, Allan McKenzie, manager, and the Royal Bank, E. G. Lyons, manager.

Real estate office are in evidence. H. G. Rand has the selling agency of the E. A. & A. C. property in town, and other agents are J. L. Milne, Wm. McLeod, and Norman Phipps.

The Burford Opera Company is represented by Dr. E. McLeod. There are two watchmen, H. W. Sterling and G. Underwood. The Western Automobile Company of

(Continued on Next Page)

Samples of vegetables grown in the Peace River district.

## THE HAY COMPANY

The Great Trades of the West

ESTABLISHED 1670

Our Branch at Peace River Crossing is Equipped with the Largest Stock North of Edmonton

Our business is conducted on the "Small Profit - Quick Return" principle, OUR MOTTO being "QUALITY AT ECONOMY PRICES"

Every domestic requirement in lines of **Hardware, Groceries, Dry Goods and Footwear** can be met at all times by a visit to this leading store. Our Wholesale Buyers visit all Continental Markets and by large purchases select the finest Stocks at prices enabling us to retain the increasing confidence of the public for our ability to give "Value" and Satisfaction

Besides Catering to General and Farmers' Trade we specialize, through our long and unequalled experience, in **Outfitting "Survey and Engineering" Parties, Prospectors, Guides, Trappers, Etc.**

REMEMBER---Satisfaction guaranteed or money refunded when you

# GET IT AT THE HAY





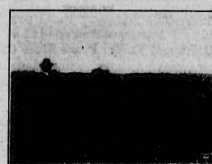
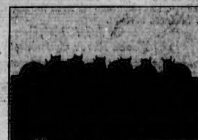


# Province of Alberta



## Free Land for Settlers

In the Peace River District alone there are millions of acres of splendid wheat, and mixed farming lands, most of which are as yet unoccupied. War conditions are sending farmers back to the land. The Province of Alberta provides room for millions. The free homesteads now available in close proximity to railway transportation facilities provide exceptional opportunities and are attracting the best class of settlers from every clime.



## A Call For Men

The Province of Alberta wants men to enlist in the army of agricultural recruits to cultivate the soil. She needs men to increase the production of her food stuffs to feed our soldiers at the front and those in need at home; men who are not afraid to work, and financially able to make good use of the broad acres awaiting development in our great province.



## Alberta's Natural Resources

ARE TREMENDOUS IN VARIETY AND SCOPE

Lands, timber, minerals and water powers are only in the infancy of development, providing large increments in value and affording unrestricted opportunity for the economical advance of the country.

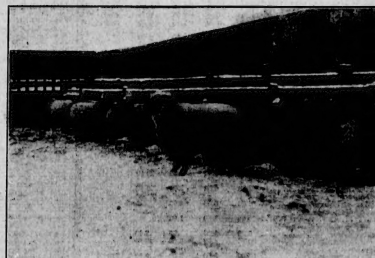
## NATIVE GRASSES

The rich variety of grasses, abundant water and shelter, dry winter climate are all conditions that ensure success. The pasturage produces prime beef equal to the best stall-fed article of Ontario or the Old Country, as is proven by the fact that Alberta grass-fed steers command the highest prices in every market. The grasses are highly nutritive and excellent beef producers, while the wild clovers, vetches and peas are unexcelled for the production of milk.



## LIVE STOCK AND MIXED FARMING

Though Alberta is well adapted for wheat and other grains, stock raising was the first industry of importance in the development of the Province, and still holds the premier place. The most prosperous are those where wheat farming is carried on in connection with the livestock and dairying industries. Many conditions favorable to the livestock industry are peculiar to Alberta.



## CLIMATE

The Climate of Alberta is unsurpassed for agricultural operations. Good as the soil is, it would never have won the supremacy in grain production were it not for the purity of the air, temperature and equilibrium in precipitation. The cool temperature of the summer nights is the cause of the large relative yields and unexpected quality of the grain. The sunlight is peculiarly bright and intense even in the short days of winter, a phenomenon that has justly won the appellation "Sunny Alberta."

## SOIL

The uniform fertility of the Soil of Alberta cannot be exaggerated. It consists of a marly clay sub-soil, varying from a few feet on the hills and ridges to a great depth on the plains. Overlaying this is a thick mantle of black or brown vegetable mould, which Professor Shaw, of the Orange Judd Farmer, says, "is worth more than all the mines in the mountains from Alaska to Mexico, and more than all the forests from the United States to the Arctic Sea, vast as they are."



## DAIRYING

Within the last five years the dairying industry has become firmly established throughout the province, and the output of the creameries and home dairies is increasing year by year with leaps and bounds. Natural advantages, technical education along the best scientific lines under government supervision is bound to make Alberta as famous in the production of butter as Denmark and Wisconsin.

## AGRICULTURAL SCHOOLS AND DEMONSTRATION FARMS

Alberta leads in free Agricultural schools and Demonstration Farms based upon a system differing somewhat from that hitherto in vogue in other Canadian Provinces. Schools and farms are being established in different districts, having for their primary object the education of young men and young women who would, after the course, return to the farm. These schools offer a two years' course in Agriculture and Household Science, each term to extend from November to March, five months which constitute the slack period on the farm in the West.

HON. DUNCAN MARSHALL, Minister of Agriculture,  
Edmonton, Alberta.

FOR FULL PARTICULARS APPLY TO

CHAS. S. HOTCHKISS, Chief Publicity Commissioner,

Dept. of Agriculture, Edmonton, Alberta.







—Just arrived, another carload of new Linoleums—the best makes and excellent designs. Your choice of a hundred patterns suitable for every kind of room:

2 yards wide, priced from.....45c per square yard  
4 yards wide, priced from.....50c per square yard  
(Third Floor)

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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